SALES HACKS

" I stopped leaving money on the table and increased sales by 300%

— *the Franchisee*

ScaleTime

Hey, why are sales systems so #%&*ing important anyway?

Because they:

- Don't let you leave $$$ on the table = Mo' Money!
- Focus on good leads #goodclients
- Equip you to hire a rep
- Everybody on the team (even if it's just you) knows exactly where the deal is
- Tell you how much money is going to come in next month

Unreasonable time-sucking leads
Unpredictable sales pipelines
Inefficient lead sources

… all solved with a deep, professional dive into your client onboarding systems.

Do I really need to systematize all this?

YES! *you'll love me for it later*

Sure, some of these are in your head, but that makes you the bottleneck — so start downloading your brain so you can grow past a small team!

Steps to include in your sales pipeline (Client Relationship Manager):

- [ ] **Lead:** *someone who is interested in your service*
- [ ] **Qualified:** *someone who is interested, has authority and can pay for your service (bonus if they are an ideal client)*
- [ ] **Consult / Presentation:** *a meeting where you present your service and answer key questions*
- [ ] **Proposal/ Scope of work (for some):** *the details and deliverables of the agreement*
- [ ] **Verbal yes:** *the future client is excited and says "hell yeah - let's do this"*
- [ ] **Contract:** *the future client signs an agreement with legaleze*
- [ ] **Negotiation:** *the future client comes back with their own ideas or pricing for the engagement*
- [ ] **Close:** *you have gotten signature and $$$ or you lost the deal*

Coffee is for closers!

Reference documents that save you time and $:

- [ ] **Sales Email Templates:** *to have customizable quick followup*
- [ ] **Scripts / Conversation Frameworks:** *pitches to individuals, networking groups, consults and presentations*
- [ ] **Sales material:** *decks, sales sheets etc that explain your services*
- [ ] **Sales FAQs:** *these are questions that can be asked during the sales process at any time to get to know if you are a right fit. Think of these as benign*
- [ ] **Sales objections:** *these are malignant – they can kill your deal.*

Keep track of for each deal:

- [ ] **Deal size:** *you want to track how much money you've made and how much you are going to make*
- [ ] **Hotness:** *knowing how excited and qualified your leads will help you prioritize*
- [ ] **Deal Age (Days):** *if a deal is taking to long, it is better to get to a no and focus on the deals that are hot*
- [ ] **Referral source:** *know who is referring you and if those deals are closing*
- [ ] **Closing reason:** *(barely anyone but the very best salespeople / and athletes do this) this will help you qualify deals won and lost for the future.*

Remember, the most important part of your sales deal and moving your pipeline forward is the follow-up.

Always get a next date!